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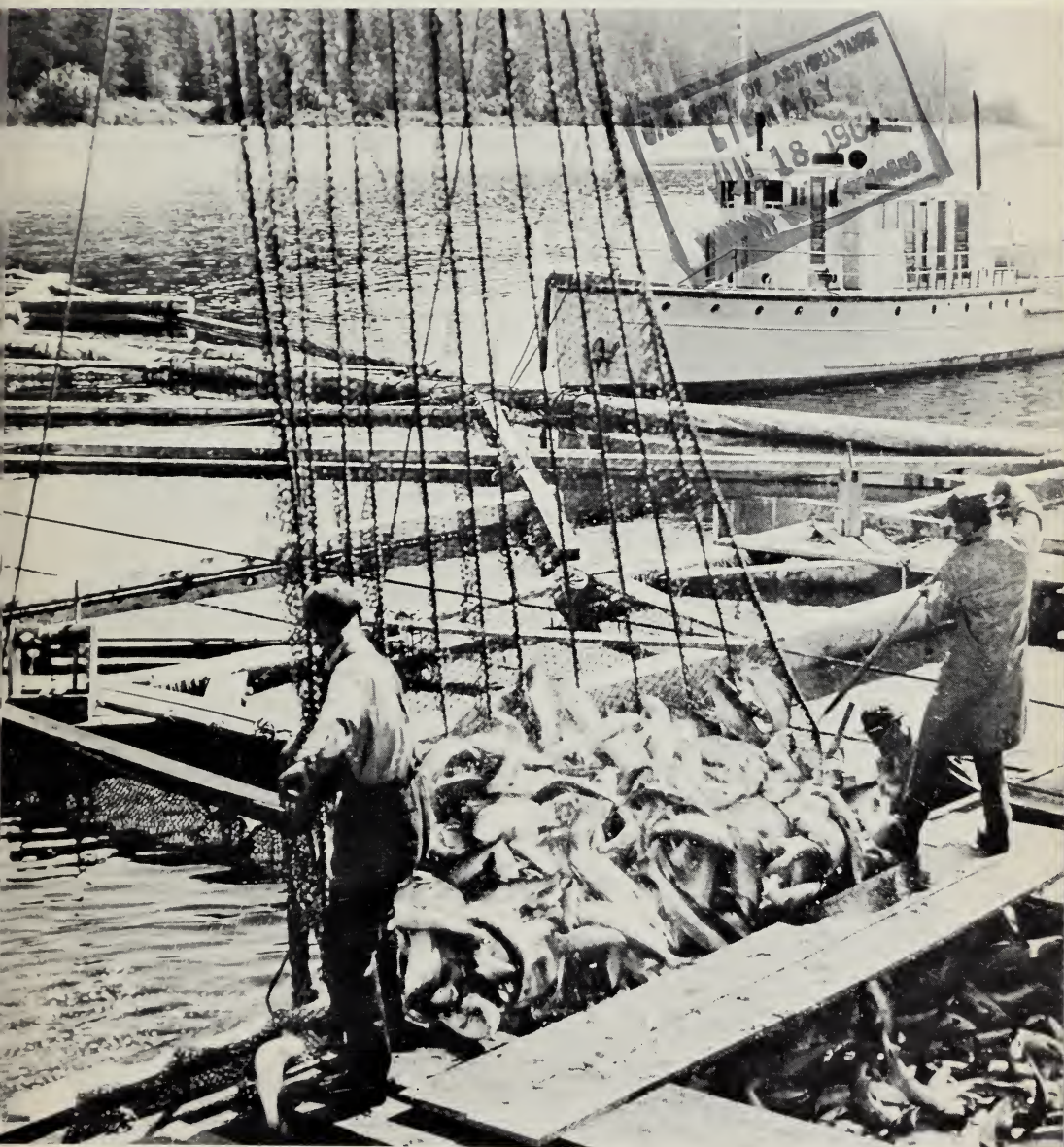
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JULY
1961

Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION

• U. S. DEPARTMENT OF AGRICULTURE



Power for Alaska's Fishing Industry



U.S. DEPARTMENT OF AGRICULTURE
Established 1889
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A Message from the **ADMINISTRATOR**

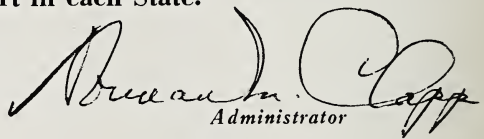
There is a mounting attack today on the territorial integrity of rural electric systems financed by REA.

The attack comes from two general quarters. One arm of the offensive is the dual rate power contract, by which commercial power suppliers seek to deprive rural cooperatives of the load advantages of larger commercial and industrial power users in admittedly rural territory.

The other arm of the attack is the encroachment upon cooperative territory by power companies in the cities. There is a growing tendency for cities to reach out and annex suburban areas—areas presently served by our borrowers and areas which were rural when our borrowers built the first lines to serve the people there. It should be added that these areas once appeared unprofitable to the power companies.

There is no more serious threat to the continuation of a strong rural electrification movement than these territorial encroachments. Unfortunately, not all cooperative leaders have sensed the menace to their future. I hope that borrowers in each State will unite for action now and seek protective legislation before too few rural supporters remain to make an effective stand.

While we at REA stand ready to help our borrowers with territorial problems in any legal way possible, we feel that only state legislation can afford cooperatives the right to continue to serve the areas they developed in good faith. I am therefore proposing to meet with rural electrification leaders in a series of statewide conferences on territorial integrity in the hope that we can help map out a common program for their mutual protection. A unified plan is essential to muster the necessary grass roots support in each State.


Administrator

Rural Lines

June E. Panciera, Editor

Contributors to this issue: Bernard Krug, Robert Patrick, Barton Stewart, Jr., Virgil Hassler, Louisan Mamer, Hubert Kelley, Jr.

Cover picture: The waters in the Dillingham, Alaska, area (story on page 8) are the largest commercial fishing grounds in the world. Here salmon are taken from floating traps. Both fishermen and canneries benefit from electric power. (Photo courtesy Fish and Wildlife Service.)

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FIRST LADY *of Rural Electrification*

TWENTY-EIGHT years ago, a group of public-spirited citizens held a meeting in Greenville, Ohio, to see what could be done about electrifying their homes and farms in Darke County. The creation of REA was still 2 years in the future. These people conferred by lantern light. They were tired of the drudgery and inconvenience that lack of electric power spelled for them. They decided to do something about it.

One of those pioneers was Mrs. Olive Folkerth, a hard working Ohio farm wife, who somehow knew that electricity would be coming, sooner or later. She decided to help make it sooner.

Today, Mrs. Folkerth, a sprightly 81, has completed a record of 28 years in the interest of Darke County electrification. When the Darke County Electric Cooperative was organized in 1936, some members of the original planning committee were elected to the board of directors. Mrs. Folkerth holds the distinction of being the first woman in the United States to be elected to the board of an REA borrower. Also, her continuous service on the board was longer than that of any co-op board member in the Nation. She served as secretary-treasurer of the co-op for 25 years and never missed a board meeting. She also served on the board of the Ohio statewide. The

story of how this co-op veteran persevered for 28 years, working unselfishly for the benefit of her neighbors and, through them, for the betterment of Ohio agriculture and industry, is a stirring tale of American achievement.

In this Rural Lines interview, Mrs. Folkerth recalls some of the anecdotes of those early years, the trials and tribulations of the past; she tells her straightforward story of what she expects for the future of rural electrification, and of her role in that future.

Q. Mrs. Folkerth, can you recall how it all began, in the early days before REA?

A. I certainly can. I remember it well. Just before the committee got together, we went to a farmers' achievement week meeting. Everybody there was given a slip of paper on which we were to write what we thought was needed most for our area's agricultural economy. I wrote down "We need electricity. Please help us get it" and signed my name. That's how it all started. The people who agreed with me that electricity was most important suddenly found themselves on the committee, too.

Q. What about the commercial utility? Did it offer any assistance?

A. Not too much. Their line was only about a half-mile away from our place but they told us it would not



Mrs. Folkerth shows her prized letter from former REA Administrator Carmody to R. H. Orton, Darke County manager. Carmody "energized" system in 1938.

be feasible to connect us to the high-line. We held several more committee meetings but I could see that interest was starting to die out. People were getting discouraged.

Q. Tell us about your early dealings with REA.

A. We had heard that a new farm electrification agency was being put together in Washington. The law hadn't been passed yet but the idea of government assistance for rural power was gaining headway. A farm organization furnished our committee with \$125 working capital for stationery, telephone calls, and incidental expenses. We got busy and let everybody know that we were definitely interested in this new agency, and that we were ready to apply for a loan as soon as the ink was dry on the legislation.

REA was created by Executive Order on May 11, 1935—it was a Saturday—and the next week we organized our cooperative and started getting right-of-way easements up and down the highway. When we got enough, we started to take membership applications and fees. But we ran into a few obstacles. One of them was a source of wholesale power at a price we could afford to pay.

Q. How did you solve that one?

A. It wasn't too easy. We heard that the Butler County group—two counties to the south of us—was experiencing the same trouble. They couldn't get a good wholesale rate either. Our board held a series of meetings with the Butler County board and we decided to submit a joint application to REA for a generation and transmission loan, so that the two

co-ops could generate their own power. Shortly after that, two commercial utilities notified us that we had become eligible for a lower wholesale power rate.

Q. That paved the way for your first distribution loan, and your energization, did it not?

A. Yes, by that time we had enough memberships and easements to make the loan feasible, and with our source of power assured, we went ahead with the application. Our first loan was approved on March 4, 1937—Mr. Roosevelt's second inauguration day—for \$225,000 to build 235 miles of line to serve 527 members. That was a lot of money.

Q. Tell us a little about your cooperative's association with former Administrator John M. Carmody.

A. We are very proud of the fact that Mr. Carmody personally energized our system on REA's third birthday, May 11, 1938, by pressing a remote-control button in his Washington office. We have deeply appreciated his interest in our system, down through the years. I remember one visit he paid us at our old headquarters in a store building in downtown Greenville. When he walked in and saw the counter separating the front of the office from

the rear—the counter where people paid their electric bills—he strongly urged us to “get this blankety-blank counter out of here.” It was his passionate belief that the people owned their own electric system and that they should not be put in the position of paying their bills across a counter, to a “stranger.” This, to him, represented an “un-cooperative” frame of mind. He felt that the office should be more personal. Of course, we agreed with him, but we couldn't remove the counter. It was built into the store and belonged to the landlord.*

Q. We understand that Mr. Carmody was recently in touch with you again.

A. Yes. He sent me a very nice letter, when I retired. It is one of the finest documents I have ever received. As a matter of fact, I have always said that Mr. Carmody is one of the finest men who ever walked in shoeleather.

Q. Would you mind reading an excerpt or two, please?

A. Not at all. He and I have always agreed that women belong on co-op boards as much as men. He wrote:

* Although John Carmody's “counter attack” was generally unsuccessful in co-op offices around the Nation, the battles he did win made an enormous contribution to the early success of cooperative rural electrification.

*Aptly enough, the modest
Folkerth home boasts
all kinds of electrical
labor-savers. The elec-
tric range is a big help.*



"If my colleagues and organizers of REA cooperatives had followed my advice, *every co-op* would have had at least *one woman* on its board of directors. . . . I know it was hard work but the service must have given you and your family a great deal of satisfaction. I hope the time will come when *every* REA board has one or more women on it; they did more in the beginning to bring electric service to the rural areas than men did; they won their spurs the hard way; they are honest and, as I once told President Roosevelt, 'women never deal off the bottom of the deck.' It is the women's own fault that more of them are not elected to the REA boards; as older men retire, women who use the electricity should go to annual meetings and vote for women. . . . Congratulations, good luck, and a long life."

I am very proud of that letter and I will always cherish it.

Q. Mrs. Folkerth, you have served your community in a vital role for more than a quarter-century. Now that you have stepped down, what do you envision for the future of rural

electrification? What about the next 25 years?

A. With good fortune, and with considerable help, we have been able to accomplish a good deal. We have a beautiful new headquarters building on the edge of town. We have borrowed nearly \$1.6 million from the Government and we are paying it back with interest. In fact, we've repaid \$43,000 ahead of schedule. We are operating 700 miles of line and we are serving 2,900 consumers. Two years ago, we paid out our first patronage dividend. One of our big goals for the future is 1-cent electricity. We think that is entirely possible, but it's not going to happen tomorrow.

I feel that I can still do my share by sitting here in my living room and advising the younger co-op board members—the age 30 to 50 group. These younger people will carry on the co-op. They will get in and work hard for the co-op, just as we did back in the beginning. We have got to fight to keep our co-op in a healthy and progressive condition. . . . The fight is never over. We have to preserve the co-op.

Grayson's Triple Benefit Plan

THE Grayson Rural Electric Cooperative Corporation at Grayson, Kentucky, has come up with a plan to keep brush and small growth from its right-of-way, put \$50,000 a year in its members' pockets, and provide members with a cash crop.

Every year Grayson Electric spends nearly \$50,000 to clear brush from under its power lines. In the past, this sum has been spent for chemicals, equipment, etc. This year, however, the board of directors is giving landowners the opportunity to clear the area under the lines for pay—if it needs clearing. The right-of-way agent will decide if an area needs clearing and contact the owner. Then, before work begins, contracts and requirements will be agreed upon.

After clearing, the cooperative will provide Christmas tree seedlings or a mixture of fescue and serica seed to be planted in the cleared area. The co-op will work closely with members, the Agricultural Stabilization and Conservation Committees, and the county Division of Forestry.

The board of directors of Grayson is making this plan available to its members in an effort to strengthen the rural economy of the area. It feels that it can create benefits for its people equal to those of a small industry.



Security Lighting Program Boosts Power Use

IN Kentucky, every co-op employee can be a salesman during an extensive safety lighting program now in progress. They're selling security lights and helping to increase power use.

The security light, with an electric eye automatically turning it on at dusk and off at dawn, is marketed by Kentucky Statewide Rural Electric Co-op Corporation. The sales program, started October 1, 1960, is doubly successful because each participating member co-op employee is a salesman.

Working on a cash incentive plan, employees are calling on friends and neighbors and selling them on the merits of installing security lights on their property. Arrangements vary with the individual co-ops, but a common method is to offer employees a flat sum of \$2.00 to \$3.00 per light installed, as a result of a lead furnished by a particular employee.

After a light has been sold, an em-

ployee participation form is sent to Kentucky Statewide and the co-op employee who sold it receives an additional \$3.00 from that office.

Installation and maintenance of the light are free; the consumer pays a set monthly bill for unmetered current used, and the light remains the property of the installing cooperative.

In addition to home and farmyard installation, co-ops have found a substantial potential market at country stores, service stations, motels, churches, resorts, quarries, restaurants, and schools. The security light, offering added protection against break-ins and pilferage at a low cost to the consumer, has been well received.

Kentucky Statewide reports that since the program began, approximately 2,000 lights have been installed. The program moved slowly at the start, but sales have mounted with increasing speed.

This particular sales program ended March 31, but plans are already underway to repeat it next fall.

Co-op managers are pleased to see the results of these sales on their power use chart. The employees, too, are pleased—when they receive their incentive pay.

AT Dillingham, Alaska, the road to electrification has been long and hard, and the residents are at last happy to "see the light." Bill Whitaker, a homesteader, says he enjoys using his electric skill saw most of all.

"It sure beats elbow grease for house building," says pioneer Whitaker. Bob Shannon, on the other hand, just can't wait to get an electric frypan. Shannon, another Dillingham homesteader receiving electric service for the first time, says, "I still can't believe it. We're really getting civilized up here."

By Alaskan standards, "up here" is not really very far north. Dillingham, located on the north side of Bristol Bay, is in southwestern Alaska. It is 300 miles from Anchorage—Alaska's largest city. There are five villages in the Dillingham area—Dillingham, Kanakanak, Snag Point, Mosquito Point, and the Wood River cannery area.

Most of Dillingham's 900 people—Caucasians, Aleuts, Indians, and Eskimos—fish, hunt, and trap for a living. The area boasts the largest commercial fishing grounds in the world, and the most valuable catch is salmon, most of which is sold to nearby canneries. The largest cannery, which is in the town of Dillingham, makes boats available to fishermen who do not own their own. Many of those who do own their craft live on them during the summer months and homestead in the winter. The aim of many of the young people just out of high school is to have their own fishing boats.

The Eskimos and Indians harpoon

Beluga whales; the meat is eaten and the skins are used for the outside covering on their kayaks. The Beluga whale is almost pure white and belongs to the dolphin-porpoise family. Moose, geese, and ducks are the main prey of local hunters, while trappers concentrate on caribou, mink, otter, fox, beaver, and muskrat.

Three steamships navigate Bristol Bay during the summer months. One arrives in May and a second in July to transport canned salmon back to the U.S. mainland. The third, which arrives in September, brings in the food supply for the entire winter. The U.S. Army Corps of Engineers is making plans to build a modern harbor at Dillingham, so that large ships can unload at the city docks. Presently, they must anchor 3 or 4 miles out in the bay and use lighters to transfer their cargo to shore.

The people of Dillingham had long wanted electricity. Twice they tried unsuccessfully to obtain an REA loan. The first time was in 1950 when \$619,000 was requested to serve a total of 239 consumers. This application was turned down on the basis that the Administrator could not certify that the security of the loan was reasonably adequate and that it would be repaid within the time agreed. Dillingham asked REA to reconsider its application in 1953 on the basis of the possibility of the Department of the Interior financing half the costs. However, this financing plan fell through.

Undaunted by failure, the people organized as a Public Utility District,

DILLINGHAM LIGHTS UP!



Mr. and Mrs. Bill Whitaker are enthused about their homestead since electric power has become available. They live on their fishing boat in the summer.

which gave them the power to assess and collect taxes, thus adding to their revenues.

In 1956, the PUD acquired a small electric system owned by six stockholders. This system was in very poor shape. Makeshift repairs and installations were keeping it running. The PUD succeeded in rebuilding it to serve 169 consumers on 6.5 miles of line, but many other people were clamoring for service.

A third application for an REA loan was submitted in February 1958. It was approved! But Dillingham's struggle for electricity was not quite over. The PUD now faced the problem of getting equipment into the area. There are only 25 miles of passable roads out of the town, and travelers must then take to the air or the water. Luckily, the territory has a good commercial airfield with regularly scheduled flights, and a smaller field serv-

Bob Shannon has been on his homestead, 5 miles from Dillingham, 6 years. Shannon, a salmon fisherman in the summer, homesteads in winter.



ing commercial airlines, private planes, and charter planes of bush pilots.

With the REA funds, Dillingham planned to install additional generating equipment and 25 miles of new lines. The generating equipment, which weighed tons, had to be flown by plane from Anchorage. The poles were brought in by helicopter. Despite these hardships, the PUD has installed one 200 kw unit and one 300 kw generator.

A new 350 kw unit is nearly ready to go into service. The new line has been strung and has opened more lake and timber country for homesteading. A nearby village has also been electrified.

Dillingham is the only REA-financed PUD in Alaska. Its 37 miles of line now serve over 250 consumers and it expects to up this figure to more than 300 by the end of the year. The people of the Dillingham area are proudly facing their brighter future.

Rural Lines • USA Wins AAACE Award

RURAL LINES-USA, REA's anniversary history of the rural electrification program, was top USDA winner in the popular publication class in the 1961 communications contest of the American Association of Agricultural College Editors. This award-winning publication still is available to cooperatives through the Superintendent of Documents, Government Printing Office, Washington 25, D.C. Single copies cost 50 cents; there is a 25 percent discount on orders for 100 copies or more.

Develop Your Future Managers

MANAGEMENT no longer can decide whether to train executives or not. The question today is only how shall they be trained, according to Dr. Melvin Ansher, professor of industrial administration at Carnegie Institute of Technology.

Speaking at a conference for top management of utilities, Professor Ansher pointed out that the need to grow more people—better people—and to grow them faster is a big challenge to American business today. He urged his audience to think of men in their forties, fifties, and even sixties, as well as younger men.

Further, Dr. Ansher recommended having more than one man in line to replace each key man in the organization, and he suggested that costs for adult education be borne jointly by the company and the individual.

Dr. Ansher noted that the best way a company can develop managerial talent is to provide the proper climate for growth by helping men on their way up to handle their subordinates better, by helping them learn to best use their time, and by pointing the way to more effective participation in the company organization—and in outside activities.

Dr. Ansher named as the three prime influences on a businessman's development his job experiences, the kind of bosses he has had, and his desire to move ahead.

"Sooner" Service Through Cooperation

IN the summer of 1960, a tornado struck the town of Keota, Oklahoma, knocking out all power and telephone communications and isolating the community. Soon after, at the town of Pittsburg in the same State, a charger stack burned at the exchange, threatening to leave the area with dead telephones. Emergencies like these had plagued rural telephone people in Oklahoma on a number of occasions, and they were anxious to find some economical answer. Test equipment and auxiliary power units cost money, and many managers were reluctant to make the investment for such infrequent use.

Last August, a Summer Plant Meeting of more than 100 Sooner managers, engineers, and maintenance men was held at a borrowers' conference in Sequoia State Park. Someone had suggested a portable trailer which could be easily transported from exchange to exchange to supply the needed equipment. The idea caught on with other managers, and each was approached individually about his ideas and what he felt he might contribute to a trailer. Participation finally was limited to the REA borrowers within a 200-mile radius of Oklahoma City. This area included 19 companies and 1 cooperative.

The co-op, Pioneer Telephone Cooperative, of Kingfisher, agreed to furnish the chassis. The puzzle of proper load limits and size was turned over to Pioneer's Guy Boyd, who conceived the design and spent more than 40 hours welding and assembling a body 10 feet long, 7 feet wide. It was mounted on twin axles, each spring-loaded for 2,000 pounds.

The other borrower contributions

rolled in. New State Telephone Company provided a surplus Signal Corps motor generator—a gasoline-powered single phase 10-kw 240-volt unit. Chickasaw Telephone Company and Cherokee Telephone Company donated a 24-amp., 240-volt charger. At first, the charger unit was mounted solidly on the trailer chassis, but it was later mounted on a handtruck to make it more portable. A 24-gallon fuel tank was added to give sustained power in case of more extended outages. Steel bins on both sides of the bed, each with 7 cubic feet of storage space, were provided to house the various types of test equipment needed.

REA Field Engineer Monte R. Lee acted as coordinator among the participating companies to work out the apportionment. Totah Telephone Company gave a current flow test set and two impedance matching networks. Hinton Telephone Company provided a cable fault locator, and Elmore City Telephone Company, a Wheatstone bridge. Southwest Oklahoma Telephone Company contributed a cable breakdown set, amplifier, and exploring coil. A 400L vacuum tube voltmeter was given by Central Oklahoma Telephone Company, and Cimarron Telephone Company came up with an oscillator. Atlas Telephone Company offered a megger, and the cost of a tunable carrier frequency voltmeter was shared by Grand, Midwestern, and Sooner State telephone companies. Chouteau Telephone Company donated a transistorized AC voltmeter, and Bixby Telephone Company, a multimeter. An FIA balancing network was provided by Cross Telephone Company, and McLoud Telephone Company gave a DC voltmeter for battery



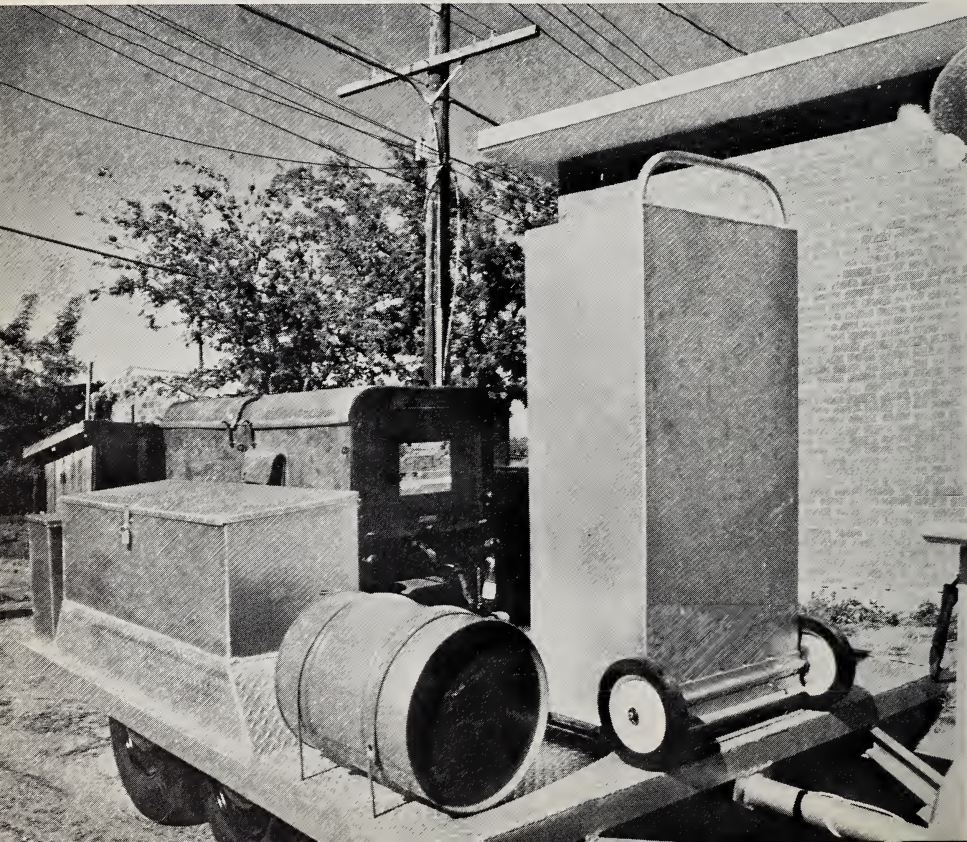
Hugh Straugh looks over financial records which he keeps on trailer's overhead costs.



Workman begins to set up maintenance

The trailer is very compact. The portable charger is secured on the chassis in front of the motor-generator. Round drum is gasoline tank.

Curtis S. from we

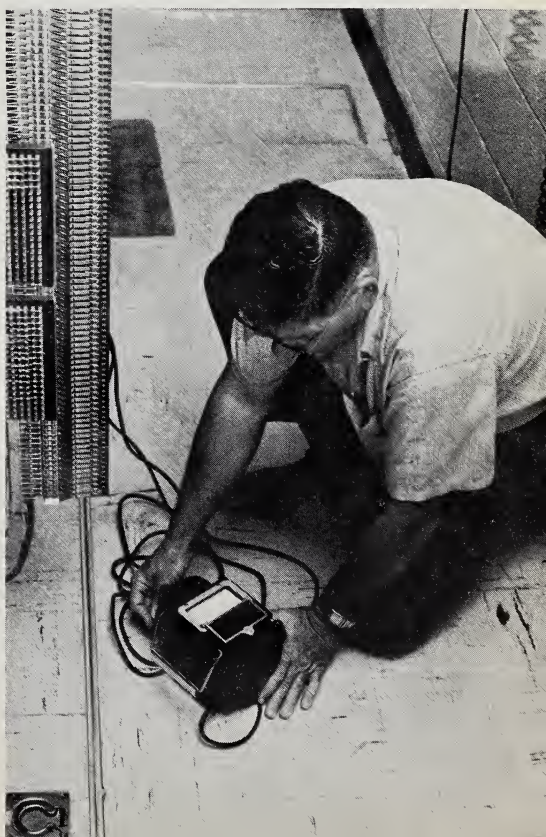
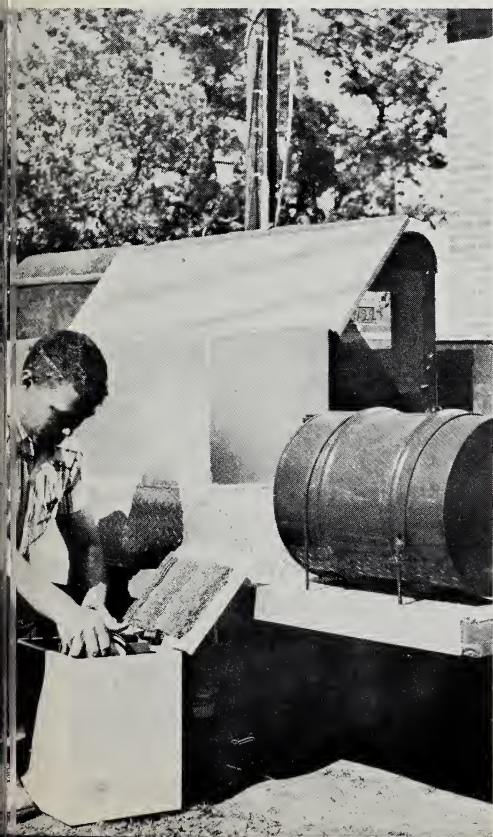




Trailer at Pioneer Telephone Co-op's Okarche exchange. Trailer is easily towed by pick-up.

Pat Rivers, Pioneer lineman, lifts testing instrument from the added box. The boxes are stored in the bins.

Pat Rivers runs a test with a megger, one of the 14 instruments in the trailer.



testing. Dobson Telephone Company gave the miscellaneous repeat coils, tube tester, and so forth. The transit was donated by Oklahoma Telephone Company.

All participants in this co-op trailer venture agreed that the vehicle would be housed at the headquarters of a consulting engineer in Oklahoma City. Now, if an exchange loses its power supply, the trailer can be rushed to the site and the generator connected directly to the charger. Should the charger fail, the emergency charger can be plugged into the standard power, or, in case of complete failure, to the motor generator.

Special padded boxes guard each piece of test equipment. When any member needs a piece of equipment,

he calls the engineers, who rush it out immediately. Little time is lost, and each borrower has at his disposal specialized equipment at but a fraction of the cost of buying the whole works for himself. As a gesture of good will, members agreed to offer the equipment to other independent companies and co-ops in case of extreme need.

Hugh Straugn, secretary of the Oklahoma Independent Telephone Association, is giving his time to keep the cost records and appointments for the trailer. Maintenance expenses and license fees are being paid through a special fund set aside by members of the group.

Already the test equipment is in constant use and is paying dividends in better service.

Ten Telephone Borrowers Cited for Safety

TEN REA borrowers were among those receiving safety awards from the National Safety Council recently. The Consolidated Telephone Co. of Florence, Kentucky, was honored for its record of 248,048 safe man-hours during the period October 3, 1957 through December 31, 1960. The Northeast Missouri Telephone Co., of Green City, received recognition for 127,382 safe man-hours from January 1, 1957 through 1960.

Eight other REA borrowers won the Council's "President's Letter," the fourth highest award for safe man-hours worked during 1960. They are: Dixie Telephone Co., Claxton, Georgia, 15,360 man-hours; Egyptian Telephone Cooperative Association, Steeleville, Illinois, 13,689; Golden Belt Telephone Association, Inc., La Crosse, Kansas, 82,255; Ottoville (Ohio) Mutual Telephone Co., 19,227; Palestine (Illinois) Telephone Co., 18,673; Piedmont Rural Telephone Cooperative, Inc., Laurens, South Carolina, 18,720; Tuolumne (California) Telephone Exchange, 12,753; Lambertville (Michigan) exchange of the Whiteford Telephone Co., 28,500.

Wisconsin Co-op Again Holding Electrical Parties

Vernon Electric Cooperative at Westby, Wisconsin, is again holding electrical parties, after a lapse of several years. These parties, a gala version of district meetings, feature programs, lunches, and prizes. The co-op has found that member interest is about twice as great as it was for the earlier series. Particularly popular is a movie and discussion on "Electrical Safety in the Home," which emphasizes proper fusing, grounding of electric wires, and repair or replacement of frayed cords.

THE CHIBARDUN STORY



This sheet metal plant, near Prairie Farm, is typical of small industries that dot the Wisconsin countryside. Good telephone service is a must.

CHIBARDUN Telephone Cooperative—largest and newest REA-financed telephone cooperative in Wisconsin—not only preaches rural areas development; it practices it, too.

Serving three northwest Wisconsin counties from which it takes its name (CHIppewa, BARron, DUNn), Chibardun already provides modern dial service to five communities and, by the end of 1961, will have cutover 2 more exchanges to serve a total of more than 2,650 subscribers. One of the exchanges, at Sand Point, was the first exchange in Wisconsin to use “all-number” dialing.

The cooperative is headquartered in Dallas, Wisconsin, in the heart of a general farming area where dairy, poultry, and feed crops predominate. Most of the people it serves earn less than \$5,000 a year. Many of their buildings and barns are constructed with homegrown lumber, chopped

down on their own land, and cut into boards by local sawmills.

In addition to the sawmills, there are other small industries in the area: turkey farms, egg processing plants, commercial dairies, and a big co-op that sells feed, oil, and farm machinery. Good telephone service is a necessity for all of these local income-producers.

A typical local plant is the Dallas Produce Company. Here as many as 20 people work, candling, processing and shipping up to 63,000 dozen eggs—three trailer loads—per week. The company buys eggs from about 500 farmers, processes them with electrical equipment, and packs them in corrugated boxes manufactured in Wisconsin. Dependable telephone service between the company, its suppliers, and its marketing outlets is a necessity, of course.

A nationally-known co-op operates a modern feed mill, service station, ap-



Workers at Ridgeland marketing co-op grind and bag feed. This is one of the many services available to co-op's 2,800 patrons.

pliance store, and garage at Ridgeland—Wisconsin's biggest co-op center. It is the largest business in town, with an annual payroll of \$85,000. Sales totaled more than \$12 million last year, and it has distributed patronage refunds amounting to nearly \$400,000 in the past 10 years.

Lyndon Ellefson, manager of the 20-man staff, puts reliable telephone service high on the "must" list for this thriving smalltown business.

The Ridgeland Lumber Mill employs 25 men in its logging, planing, and sawing operations. The logs come from within a 25-mile radius. Last year, the mill handled 3 million feet of lumber; its annual average is 2 million.

At the Sheet Metal Products Company, Prairie Farm, Wisconsin, 17 men turn out precast pipes and ducts for heating and air-conditioning. Until last year, it struggled along on magnetophone service. Today, the front office is much happier with its new equipment—"Telephones you can hear through."

The people that work in these plants—all Chibardun subscribers—are rugged individuals. They joined their neighbors 4 years ago in an effort to improve the local telephone situation.

At that time, three mutuels were serving the area: the Prairie Farm-Ridgeland and Dallas Telephone Company, the Hillsdale-Western Telephone Company, and the Dallas Cooperative Telephone Company.

Service had deteriorated and the public relations program was suffering. Further, the companies had allowed their stock to be bought up by individuals. Many owned several shares, but a larger number of patrons owned no shares at all.

A group of people representing the three mutuels got together and formed

Egg-processing machine sprays oil on eggs, helps keep them fresh longer.



the Telephone Patrons Associations. "Andy" Omtvedt was elected secretary. Sole function of the association was to provide a means for the three mutuals to merge into one cooperative. At an organizational meeting in March 1957, TPA announced that approval of the Wisconsin Public Service Commission would be necessary for any merger or reconstruction plans. The association began a survey to determine the attitude of people toward cooperative dial telephone service. Did the people really want modern telephone service? And did they want to apply to REA for a loan to help get that service?

Sixty people came to the meeting, and 42 of them volunteered to help make the canvass. In less than 3 weeks, they obtained 555 signed applications in Chippewa, Barron, and Dunn counties. The 555 prospects delivered a resounding "yes" to both questions.

Subscribers served by the three mutuals then held a referendum, voting overwhelmingly to sell their stock to the new telephone organization. The Wisconsin commission conducted hearings and approved the merger. Chibardun adopted its new name, applied to REA for a loan, hired Omtvedt as manager, and the State's largest telephone co-op was in business. Once again, the people of Wisconsin had demonstrated their willingness to get what they needed, by themselves and for themselves.

Appropriately enough, the progress of the Chibardun co-op has been furthered by electric cooperatives and other rural electric organizations and leaders.

Chibardun is a member of the Wisconsin Electric Cooperative, the statewide association of REA-financed electric systems. Through WEC, it gets topnotch public relations assistance via a story on Chibardun in each monthly issue of Wisconsin Electric News. Chibardun pays the statewide a modest

fee for mailing a copy of each issue to all its subscribers.

There are plenty of things to write about. For example, all the telephone instruments on the entire Chibardun system are one color—beige. When the co-op was forming, management wanted to standardize on one color, because one large order of phones of the same color is cheaper than small quantities of six or eight different colors. Prospective members voted, and beige won out. Subscribers seem to like it; the phone is not flashy but still it is distinctive and fits almost any interior decorator scheme.



Sawdust mountain furnishes background for Ridgeland log-cutting.

Chibardun's independence and willingness to try something new is typical of its hardworking manager. Omtvedt studied electrical engineering at Wisconsin State College and was graduated into the depression. He got a job teaching school but kept up his interest in things electrical in his spare time. He taught for 7 years and did electrical installation in the evenings and on weekends. He recalls that, in 1938, he finished the first REA-accredited and inspected wiring job in

the small town in which he was teaching school.

Later, he signed on as journeyman electrician with the telephone company working on the Alcan Highway. Here, he did electrical and communication work, helping to build the first telephone system in White Horse, Yukon territory.

His knowledge of rural electrification and the application of electric power to rural industry was a valuable background for his new job. He is also somewhat of a local philosopher.

"We have the finest kind of situation here," he says. "It promotes independence and individuality. We work the land and train our children to work the land—to do things for themselves. They take jobs with the local industries, and that keeps them (and their incomes) at home. But they are not dependent on these jobs. When orders

slack off, or the shop closes down temporarily, they simply return to the production of food, until they are called back to their jobs."

Omtvedt feels that the basic idea of community development is not to spend money without purpose.

"It is to make people happy in an environment they like by providing them with worthwhile work," he believes, "so they won't have to move elsewhere and crowd someone else out.

"We think that the convenience of good telephone service which our co-operative provides is a strong selling-point for proper community and area development. By making that modern service available, we are helping keep a lot of people here who really want to stay on the farm. They are getting their education in rural areas, and we think that those rural areas should get the benefit of that education."

ESRTA SALUTES 1,000TH MEMBER—Mrs. Delbert Westfall of Genoa, Colorado, smiles happily as Norman Prettyman completes installation of her new telephone. As the 1,000th subscriber connected by the Eastern Slope Rural Telephone Cooperative Association, Inc. of Limon, Colorado, Mrs. Westfall and her husband were given a color set of their choice and 3 months free local telephone service.



Two Iowa Co-ops Host Home Shows



Crowded aisle testifies to Home Show's popularity. This year the 3-day affair drew its third record crowd—18,000 people from 112 towns in 3 States.

TWO neighboring Iowa rural electric cooperatives have won priceless good will and community status by making their headquarters facilities available to local business interests for annual Home and Industry Shows.

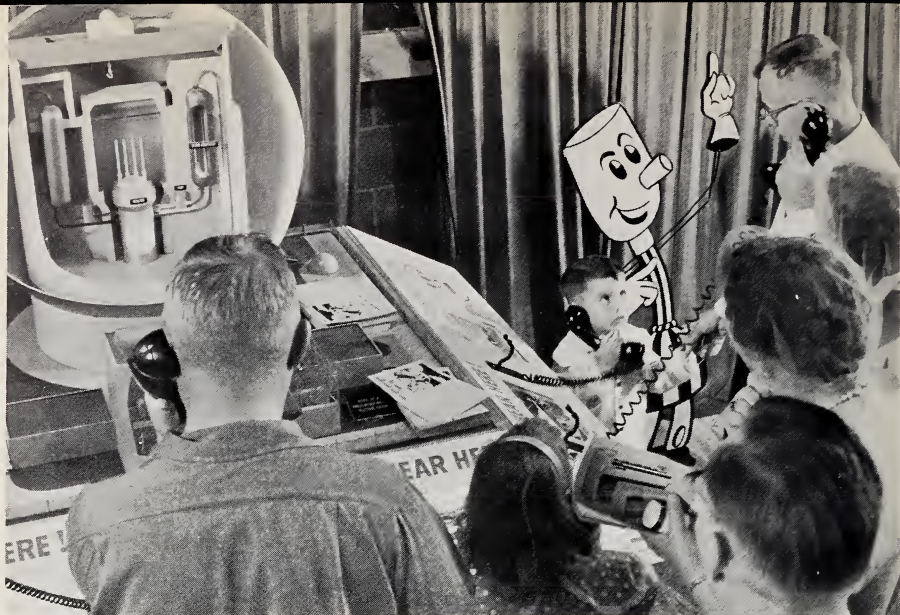
For years the Chamber of Commerce of the twin cities of Humboldt and Dakota City, Iowa, had dreamed of holding annual home shows. The big need was a building large enough to house the display booths and accommodate expected crowds, with parking space nearby. The need was met in 1959 when the Corn Belt Power Co-operative offered to lend its large vehicle storage building for a show. Corn Belt had just moved into its newly-built general office buildings, which are alongside the Humboldt Rural Electric Cooperative's headquarters building.

After the offer was accepted, special

committees went to work on plans for the first show. Initially, 40 booths were planned, but these were soon sold out. Then Humboldt came forward and offered its warehouse and vehicle storage space—only 110 feet from the Corn Belt garage—for 21 more booths, which also sold quickly.

That first show drew more than 8,000 registrants from 57 towns, or almost double the population (4,653) of the host cities. With their show a proven success, the sponsors decided to place a large tent between the two co-op buildings to allow for 23 more booths, for the 1960 show. It had a registered attendance of 15,000 from 89 towns.

Planning for the 1961 event began last January. The Home Steering Committee met at Corn Belt's office weekly until opening day, May 12. Ralph F. Lipps, the Corn Belt power use advisor,



Every phone is busy at "talking" display on atomic power. Host co-ops sponsored this exhibit and another on electronic purification of air.

served as co-op representative on the committee and was a human dynamo during the 3-day event. The months of work paid off with another record crowd—18,000 this time.

This year they saw a bigger and better show. The sponsors insisted on action, not static displays, in all 122 booths. A low rental fee (\$10) encouraged merchants to spend money on attractive exhibits.

The two co-ops helped the cause further by donating door prizes and extensive advertising.

Last month, the Humboldt-Dakota City Chamber of Commerce held an "Appreciation Dinner" for the directors and key personnel of the Corn Belt and Humboldt cooperatives. The dinner was a way of expressing appreciation for the active support the two have given the 3-year-old venture.

Co-op managers Harry W. Hope of Corn Belt and Henry J. Lenning of Humboldt agree that what helps business in the twin towns also helps their rural members.

Aerial view shows ideal setting of Humboldt-Dakota City show. Humboldt County REC is at left and Corn Belt Power Co-op at right, with tent between.



Power Lines



Kentucky Co-op Promotes Water Systems

To launch its 1961 water systems promotion, Green River Rural Electric Cooperative, Owensboro, Kentucky, held a series of "April Showers" meetings in six towns in co-op territory. Program featured a tour through a large trailer equipped with all types of working pump models, and a color movie on water systems. Further, members were given the latest information on filtering and softening water, plumbing, and water heaters. This gave them an opportunity to learn more about running water on the farm.

Dishwasher is Free Trial Item

Encouraged by success of its pilot free-trial dishwasher offer last year, Adams-Marquette Electric Cooperative, Friendship, Wisconsin, is repeating the offer. Any member who wants to try out a dishwasher at home may borrow and use the co-op's portable model without obligation. This spring, the co-op installed a plastic demonstrator model in its office so that members can see what goes on inside a dishwasher.

East River Co-op Holds Bake-Off

Electric cookery got a big boost in eastern South Dakota when 21 co-op contestants met on June 6, 1961, and baked their favorite cakes on electric ranges of their choice in the second

annual bake-off conducted by East River Electric Power Cooperative at Madison, South Dakota. First prize was an electric range. The event was widely promoted throughout the area.

Tennesseans Meet 396 Groups

Two employees in the utilization department of Middle Tennessee Electric Membership Corporation at Murfreesboro totaled records for a year-end report and found that they had met with 396 groups—11,350 people—during 1960. Home Economist Patsy Myers and Electrification Adviser Sam Gramble met almost daily with various groups including homemaking and vocational agriculture classes and 4-H and home demonstration clubs. They demonstrated wiring, lighting, laundry equipment, various appliances for meal preparation, and farm uses of electricity. These two also run the co-op's planning service which helps members make better use of electricity through improved wiring, lighting, heating, kitchens, and laundries.

Alaskans Get Milk Tank Loan

Recently, Matanuska Electric Association at Palmer, Alaska, got a Section 5 loan from REA; the funds are to be lent to farmers to buy bulk milk handling equipment. Mason LaZelle, MEA manager, said that application for this loan was prompted by local milk producers.

New and Revised REA Bulletins . . .

New Bulletins:

112-7 (5/1/61), "Contracts for Electric Street Lighting Service." This bulletin provides instructions for the preparation and use of revised REA Form 323, Street Lighting System Contract.

Revised Bulletins:

381-1 (3/24/61), "Tabulation of Bids for Contract Construction of Telephone Facilities." A revised bulletin providing for the elimination of REA Form 557, and the optional use of either REA Form 557a, a section of REA Form 511, or the consulting engineer's own form.

387-3 (3/24/61), "Final Documents Required to Close Out Construction of Buildings, Telephone Program." A revision to bring references to contract forms and documents up to date for telephone buildings and to provide a tabular listing of the documents required to close out construction.

344-2 (4/61), "List of Materials Acceptable for Use on Systems of REA Telephone Borrowers." A revision to incorporate the changes since the last basic list of materials was issued in April 1960.

183-1 (4/4/61), "Depreciation Rates and Procedures." A revision to conform account numbers and terminology to the new Uniform System of Accounts and to provide guidelines on depreciation.

108-1 (4/11/61), "Electric Distribution Borrowers' Financial and Statistical Reports." A revision to provide instructions for the preparation of the revised operating reports, REA Forms 7 and 40, which have been changed primarily to conform to the new Uniform System of Accounts.

108-2 (4/17/61), "Operating Reports, Power-Type Borrowers and Distribution Borrowers With Generating Facilities." A revision to provide instructions for the preparation of REA Forms 12a, 12b, etc., which have been revised primarily to conform to the new Uniform System of Accounts.

387-5 (4/17/61), "Contract Construction-Telephone Borrowers' Buildings." A revision to reflect the consolidation of separate contract forms for the construction of buildings in the electric and telephone programs into one standard form, REA Form 257, and to change the requirements regarding the preparation of contract amendments.

380-3 (4/28/61), "Weekly Progress Report of Telephone Construction and Engineering Services." A revision to reflect changes in REA Form 521, the weekly progress report.

384-3 (5/8/61), "Central Office Equipment Contracts and Specifications." A revision to announce changes in the central office equipment contract, the central office equipment specifications, and the issuance of new specifications for direct distance dialing equipment.

Supplements and Partial Revisions to REA Bulletins:

- 345-11 (2/15/61), "REA Specification for Multipair Distribution Wire." A revision of Appendix A to REA Specification PE-15 to include two additional suppliers' names and their acceptable compound numbers for polyvinyl chloride.
- 382-2 (3/24/61), "Telephone System Improvements and Extensions." Appendix D has been added to provide guidelines for the use of REA Contract Form 511 in arranging for the construction of system improvements and extensions.
- 345-12 (3/24/61), "REA Specification for Buried Distribution Wire." A revision of page 7 to reflect a change in requirements for sequentially numbered length markers.
- 345-15 (3/24/61), "REA Specification for 88 MH Voice Frequency Loading Coils." A revision of pages 6 and 7 to reflect a change in overall diameters of certain encapsulated loading coil assemblies.
- 168-2 (4/21/61), "The Use, Care, and Testing of Rubber Gloves." A memorandum to remind borrowers and contractors of the danger of working energized conductors above 3000 volts with only the protection of rubber gloves.

THIS MONTH

- 2 *Administrator's Message*
- 3 *First Lady of Rural Electrification*
- 6 *Grayson's Triple Benefit Plan*
- 7 *Security Lighting Program Boosts Power Use*
- 8 *Dillingham Lights Up*
- 10 *Develop Your Future Managers*
- 11 *"Sooner" Service Through Cooperation*
- 14 *Ten Telephone Borrowers Cited for Safety*
- 15 *Big But Friendly—The Chibardun Story*
- 18 *ESRTA Salutes 1,000th Member*
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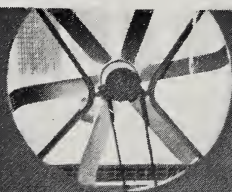
NATIONAL FARM SAFETY WEEK

Farmers have many tasks to perform each day—too many of which can be hazardous. One important element should be present in all of their activities. . . .



July
23-29

SAFETY CONSCIOUSNESS



National Farm Safety Week emphasizes that safety is a 24-hour-a-day, year-round necessity. Let's make the coming year a safe one.